

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



62.57
1152

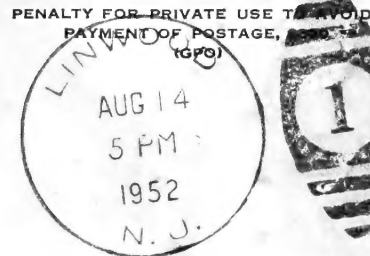
f

LINWOOD

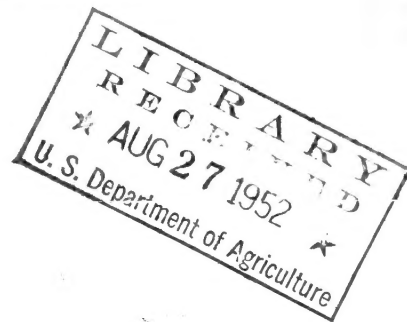
ischer . . Flowers

NEW JERSEY

U. S. DEPARTMENT OF AGRICULTURE
LIBRARY
WASHINGTON 25, D. C.
OFFICIAL BUSINESS
PRINTED MATTER



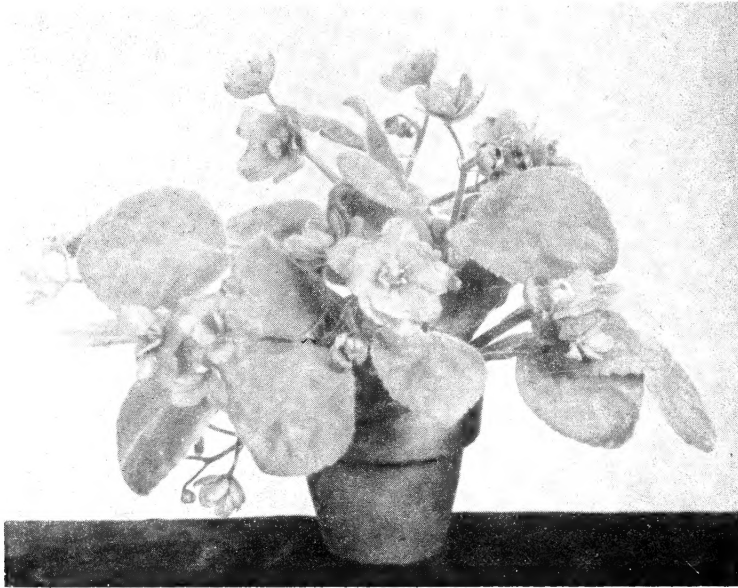
Library, U. S. Dept. of Agriculture,
WASHINGTON 25, D. C.



Exciting.. African Violet Introductions!

Postmaster: If addressee has moved and new address is known,
notify sender on form 3547, Postage for which is provided.

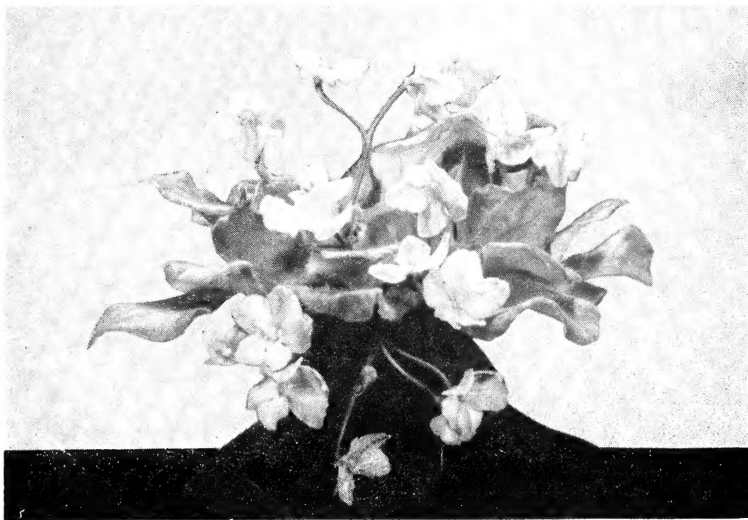
NEW FOR '52 OUR THREE Superlatives



MOST UNUSUAL *Brussels Sprouts*

The "Parrot Tulip" of African Violets. Every collector will want this plant . . . a novelty definitely in a class by itself. The super-double blooms are deeply fringed and have petals that are almost leafy in texture. Color varies from silver-green on the underside to deep purple in the centers of the flowers. Blooms seldom fully open but instead remain as miniature "Brussels Sprouts".

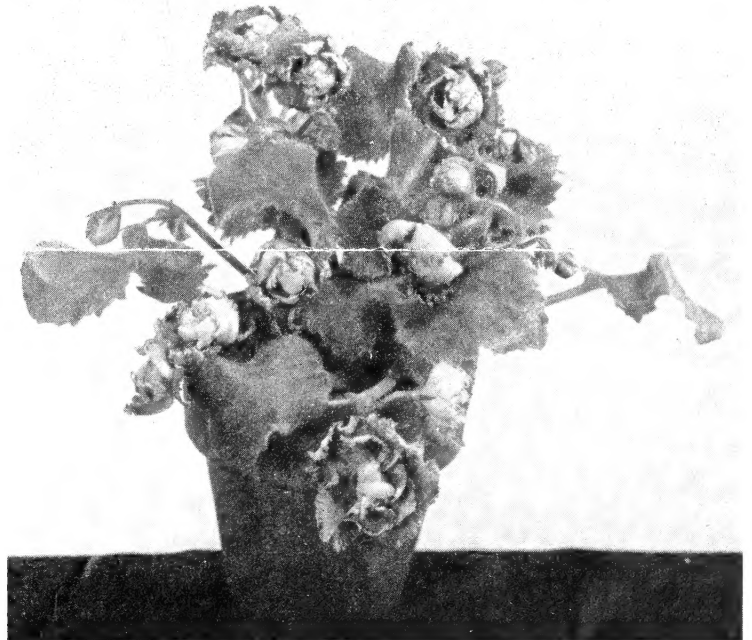
Supply very limited.....\$2.50



MOST ELEGANT *Grand Award*

A stately blue which was judged best unnamed double seedling at last year's National African Violet Convention. Flowers are huge, the largest doubles we have ever seen, measuring up to 1½" in diameter.

The color—a gorgeous royal blue. Many blooms also retain the distinctive yellow eye. With profuse flowering and heavy, yet supple foliage, this plant is rich in aspect . . . truly Monarch of the Doubles.....\$2.50



MOST EXQUISITE *Aurora*

A Brand New Color ! These flowers are a most delicate blue, subtly diffused with a blending white. Backs of petals are also a tinted white and blooms have a slight decorative fringe. Blossoms are borne on reddish purple stems. The whole color effect, silhouetted on the bright green leafy field, is most striking. Plants are exceptionally free flowering and blossoms hold well. An outstanding value, for only\$2.00

More Lovely Violet Hybrids



ENCHANTRESS



FIREFLY

SINGLES

Blue Moon—A striking medium blue with full, well rounded flowers up to 1 3/4" in diameter. Glossy, dark green foliage makes attractive contrast. An excellent and easy grower.....\$1.00

Firefly—A twinkling beauty, free flowering and graceful in habit. The two upper petals of deep red-lavender are set on a lower field of lighter lavender. This is a pretty combination and a favorite of those who have seen it.....\$1.50

Snow Queen—Crystal white blooms with rounded petals stand well above the bright green foliage. This white has been time-proved and remains a particularly good one, only.....\$1.00

SPECIAL OFFER # 1—The Above Three Plants For Only \$3.00

Enchantress—(Giant White) A 1952 introduction and another excellent white with blooms that measure over 1 1/2" in diameter on well grown plants. Foliage is large, yet soft and flexible and flower stems are strong and upright, only.....\$1.50

Giant Rose Pink—Blooms are a deep and rich pink, darker than most varieties. While blooming is not profuse, the size and bearing of the flowers give this plant a particular distinction.....\$1.50

Radiance—The brightest, most free flowering "Red" we've seen. Blooms are actually a vivid red-lavender, and a wonderful contrast with all other colors..\$1.00

Fancy Frances—Sprightly as its name, a dark blue with that extra something that makes a fine violet. Flowers generally have 6 or 7 petals and resemble small pansy blooms in form. Foliage is girl-like in character. We like it and we know that you will too, only.....\$1.50

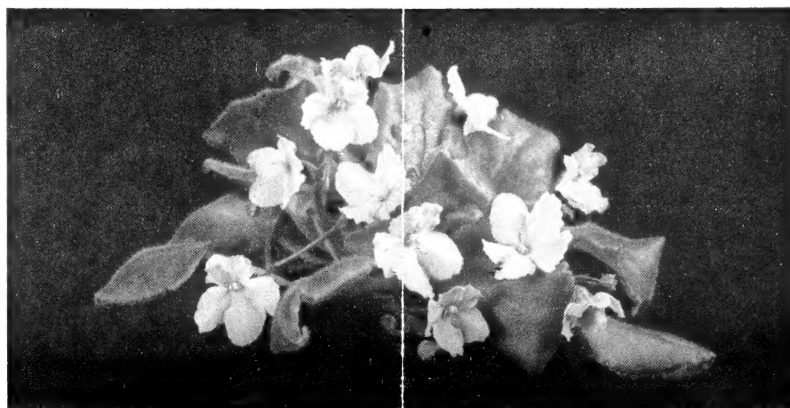
Begonia Leaf Pink—A mass of light pink blossoms rising well above a small rosette of slightly swirled leaves, resembling begonia foliage in form....\$1.50

SPECIAL OFFER # 2

Novelty Singles—Your choice any 4 of the above five plants.....\$3.00

YOUR VIOLET HANDBOOK

Helen Van Pelt Wilson's latest work "The Complete Book of African Violets" is a most excellent and comprehensive writing on the entire Saintpaulia field. Mrs. Wilson discusses all phases of culture, breeding, commercial practice, even club activities, and varieties. Her well illustrated book should be the property of every enthusiast. Have you obtained your copy? If not, write us today, only.....\$2.75 Postpaid.



MINUET

"THE BALLERINAS"

HERE is an improved strain of fringed African Violets . . . graceful children of our finest Fringettes, surpassing in size, profusion and character of blooms the best of their parents, with lovelier foliage and more graceful flowering stems. Those who have seen the Fringettes will recognize "The Ballerinas" as marked improvements. Collectors who have wanted the Fringettes should select "Ballerina" perfections instead. We know you will like "The Ballerinas" in their rainbow of colors as they appear in . . .

Minuet—A light mauve, fringed and floriferous. Like all members of this series, both petals and leaf edges have the characteristic wavy edge.....\$2.00

Ballet—Gleaming white selections of several of the loveliest seedlings.....\$2.00

Polanaise—Sprightly ruffles on a light blue field.....\$1.50

Bolero—Deep, dark and velvety in regal purple hues this plant displays the fringed petal edge far better than old varieties.....\$1.50

Saraband—A lively red lavender with an undulant fringe. The marked "waviness" and bright color make this a particularly appealing plant.....\$1.50

Carrousel—Lavender-blue flowers in a gay blend of color.....\$1.50

No Violet Collection is Complete Without "THE BALLERINAS"

Enjoy all Six Lovely Plants, in Six Lovely Colors

SPECIAL OFFER # 3—The Entire Series, only \$8.00 . . . regularly \$10.00

THE "PROGRESS POT"

Many of the plants shipped to you this year will be in specially treated containers resembling ordinary clay pots in size and shape but far superior in their performance. We call them "Progress Pots" because of the excellent results they have produced for us in our own greenhouses. Their most important advantage is the elimination of the troublesome and unsightly rot of petiole or leaf stem. Wax or foil over pot rims is no longer necessary. "Progress Pots" automatically stop the trouble. Further, algae won't grow on the pots. They are practically unbreakable and they are light. That's why we can ship plants in these pots, without transplanting to paper containers. With all of their advantages "Progress Pots" are inexpensive comparable in price to old clay pots.

2 1/4" size—only 7 1/2¢ each

3" size—only 10¢ each

Minimum order 10 pots—25 or more pot. 10% discount. Add 10¢ per dozen or each fraction thereof to cover mailing. Write for special quantity prices.

CAUTION—"Progress Pots" are sterile as received and should not be heat or steam sterilized.



LIGHT LAVENDER ROSETTE



TEAR DROP

DOUBLES

Apollo—Distinctive light blue flowers are borne in heavy clusters on long, sturdy stems. Blooms are actually semi-double with a small rosette of shorter petals in the center. Many of the flowers have the yellow eye characteristic of singles, but these flowers do not drop and the plants are wonderfully free blooming. Foliage is light green and spreading.....\$2.00

Light Lavender Rosette—A double that has rare grace and beauty with the added feature of excellent summer keeping quality. Blooms are a pretty pastel lavender and the habit is open and free flowering, only.....\$1.50

Petite—A beautiful and floriferous light blue variety with clusters of small, perfectly formed double blooms. The attractive semi-dwarf foliage has a reddish coloration on the undersides.....\$1.50

Duet—A new 1952 introduction with huge lavender blooms in a lovely two-tone harmony of light and dark lavender. All appearances indicate that this will be one of our best.....\$2.00

Light Blue Double Fringette—Blooms are highly fringed and double, many having the contrasting yellow eye. Light green foliage is also fringed with red veination on the underside.....\$1.50

Improved Dark Blue Double Fringette—Blooms are a handsome royal blue, and are highly fringed and double, like the light blue counterpart. Foliage is forest green with pale green and red-veined undersides.....\$1.50

Tear Drop—The small semi-double blooms are clear baby-blue. Flowering is profuse, and during the cooler months, well grown plants are simply a mass of blooms. The plant is dwarf in aspect, a neat and restricted grower.....\$2.00

SPECIAL OFFER # 4

Doubles—Your choice any 4 of the above seven plants.....\$5.50

FISCHER'S CERTIFIED AFRICAN VIOLET SOIL

The same soil that we use in our greenhouses is specially packed for you. Steam sterilized and ready for immediate planting, we believe it the finest mixture available. Carton containing approximate 2 1/4 pounds (enough soil to fill nine 2 1/4" pots, four 3" pots or two 4" pots) \$.75. Two cartons \$1.00. For mailing west of the Mississippi add 25¢.

ABOUT OUR VIOLETS OF TOMORROW . . .

Fifteen years of careful breeding and selection has suddenly resulted in a fantasy of new Saintpaulia varieties. The seedlings that have flowered for the first time this past spring and fall have appeared in an almost indescribable array of color, form and beauty. Recent varietal developments have intrigued us and we're hoping to have some of these superb varieties in large enough stocks by next year to offer them to you. They are strains of exceptional loveliness. We know that you won't want to miss them. Make sure that you stay informed on our latest varietal and cultural information. Let us know of any changes in your mailing address. Perhaps some of your friends might like copies of this or future bulletins. We'd be happy to send them along at your request.

VISITORS ALWAYS WELCOME . . .

Since "**Seeing is Believing**" we would like you to see our violets at home. Our many visitors are most welcome. They help us select new varieties for release and even help name them. Our greenhouses are located in Linwood, about 10 miles from Atlantic City, N. J. We're on Oak Avenue (one block west of U. S. 9) near Central Avenue. Just look for the tall chimney. Hours daily 8 A. M. to 5 P. M.

SEVENTY-FIVE YEARS OF SERVICE

We have given **Service and Satisfaction** for over three quarters of a century. You can be assured of the same complete satisfaction in all your dealings with us. All plants we sell are produced **from our own stock in our own greenhouses** in Linwood, New Jersey. Plants are guaranteed to be large, clean and healthy 2¼" size.

TERMS

All shipments will be made Parcel Post. Generally shipping season begins in Mid-March and continues through Mid-November, depending on the weather. Please send money order or check with all orders. C.O.D. shipments will not be made. We pay the postage on orders of \$5.00 or more. Please add 10¢ per plant to help defray mailing of smaller orders. **SPECIAL DELIVERY PARCELS**—arrive quicker. For your increased protection, may we suggest the added investment of 35¢ to bring you this service.

*For the Novel, New and Superior in Saintpaulias
write . . .*

 **fischer** . . . *Flowers*
LINWOOD NEW JERSEY